

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: 18 May 2005

Division: Growth Management

Bulk Item: Yes X No

Department: Marine Resources

Staff Contact: George Garrett

AGENDA ITEM WORDING:

Approval of an amendment to the Contract between Monroe County and Comcast to provide continuing media services in support of public education concerning the No Discharge Zone in place within state waters of the Florida Keys National Marine Sanctuary.

ITEM BACKGROUND:

The County currently has a contract with Comcast to provide media services in support of public education concerning the No Discharge Zone. This amendment would extend the contract for an additional year at a cost of \$38,038. A one minute media spot is provided on nine channels once per day for a year's duration. In addition, a message will be provided on the "Weather Crawl" on the Weather Channel throughout the day for the period of a year. Funds will be provided for the service from the Boating Improvement Fund. This year, enforcement officers will begin to enforce the No Discharge Regulation, as such it is felt that an additional year of public education through the media is essential to ensure that the message gets out that certain categories of vessels must have marine sanitation devices and in no case may those vessels pump their waste overboard.

PREVIOUS RELEVANT BOCC ACTION:

March 2004 – Contract with Comcast to provide 1 year of media service

CONTRACT/AGREEMENT CHANGES:

Modification to add 1 year of service at a cost of \$38,038.

STAFF RECOMMENDATIONS;

Approval

TOTAL COST: \$38,038

BUDGETED: Yes X No

COST TO COUNTY: \$38,038

SOURCE OF FUNDS: BIF Fund

REVENUE PRODUCING: Yes No X AMOUNT Per Month Year

APPROVED BY: County Atty X OMB/Purchasing X Risk Management X

DIVISION DIRECTOR APPROVAL:


Timothy McGarry, Director of Growth Management

DOCUMENTATION: Included X Not Required

DISPOSITION:

AGENDA ITEM NO.:

MONROE COUNTY BOARD OF COUNTY COMMISSIONERS

CONTRACT SUMMARY

Contract with: ComCast

Contract # _____

Effective Date: 04/20/05

Expiration Date: 04/30/06

Contract Purpose/Description:

ComCast media broadcast contract in support of NDZ

Contract Manager: George Garrett

2507

Marine Resources / 11

(Name)

(Ext.)

(Department/Stop #)

for BOCC meeting on 05/18/05

Agenda Deadline: 05/06/05

CONTRACT COSTS

Total Dollar Value of Contract: \$ 38,038 Current Year Portion: \$ 20,000

Budgeted? Yes ☒ No ☐ Account Codes: 157-62607-530340- -

Grant: \$ 0

County Match: \$ 38,038

Figure 1

(A) Schematic diagram of the experimental setup. The subject is seated at a computer workstation and views the target through a video camera. The target is a horizontal bar with a vertical scale. The subject's hand is positioned above the target. The distance between the hand and the target is denoted as d . The target is divided into segments labeled A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.

(B) Graph showing the relationship between the distance d (cm) and the error (cm). The x-axis ranges from 0 to 100 cm, and the y-axis ranges from -10 to 10 cm. The error is plotted for each segment A through Z. The error is generally small, fluctuating around zero, indicating high accuracy across all distances.

(C) Graph showing the relationship between the distance d (cm) and the error (cm). The x-axis ranges from 0 to 100 cm, and the y-axis ranges from -10 to 10 cm. The error is plotted for each segment A through Z. The error is generally small, fluctuating around zero, indicating high accuracy across all distances.

ADDITIONAL COSTS

Estimated Ongoing Costs: \$NA/yr

For: NA

(Not included in dollar value above)

(eg. maintenance, utilities, janitorial, salaries, etc.)

CONTRACT REVIEW

Division Director 4/29/05 Changes Needed Yes ☐ No ☒ Reviewer [Signature] Date Out 4/29/05

Risk Management 4-4-05 Yes ☐ No ☒ M. S. G. 1 4-4-05

O.M.B./Purchasing 04/14/05 Yes ☐ No ☒ Sharon Small 4/27/05

County Attorney 4-4-05 Yes ☐ No ☒ B. Hutton 4/04/05

Comments: ^{in Password not in order when received.}
Contract Summary Info is wrong. It runs through April 2006 & I assume the 2 pager I removed from old contract showing media schedule through April, 2006 are supposed to be attachment 1. I moved them.

Amendment 1 BROADCAST SERVICES CONTRACT

THIS CONTRACT AMENDMENT is made and entered into this 20th day of April, 2005, by and between the BOARD OF COUNTY COMMISSIONERS OF MONROE COUNTY (COUNTY), and FLORIDA KEYS COMCAST (COMCAST).

Section 1. Scope. The COUNTY and COMCAST, for the consideration named agree to extend their contract for media services concerning the No Discharge Zone in place within state waters of the Florida Keys National Marine Sanctuary for one additional year: The Scope of such additional services are provided as **Attachment 1 – Detailed Scope of Services and Payment Schedule.**

Section 2. Reporting. In consideration of the services described above, COMCAST agrees to provide verification of all media broadcast required under this Contract amendment.

Section 3. Payment. The COMCAST will provide regular invoices for services agreed upon under this Contract Amendment with no greater frequency than monthly. The COUNTY will process invoices from COMCAST within 30 days of receipt. Payment for such services will be

provided to the COUNTY and reimbursed will be made in accordance with

Attachment 1 – Detailed Scope of Services and Schedule of Payments.

Section 4. The effective date of this Contract is 20 April, 2005. The termination date, without further amendment, is 30 April 2006.

Section 5. **IN WITNESS WHEREOF** each party hereto has caused this Agreement to be executed by its duly authorized representative.

(SEAL)
Attest: DANNY L. KOLHAGE, CLERK

BOARD OF COUNTY COMMISSIONERS
OF MONROE COUNTY, FLORIDA

By _____
Deputy Clerk

By _____
Mayor/Chairman

(SEAL)
Attest:

COMCAST

By _____
Title _____

By _____
Title _____

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY

ATTORNEY'S OFFICE

MONROE COUNTY ATTORNEY
APPROVED AS TO FORM:

SUZANNE A. HUTTON
ASSISTANT COUNTY ATTORNEY
Date 4/04/05

ATTACHMENT 1

Detailed Scope of Services and Schedule of Payments

	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Date: 3/23/2005
Entered: _____
By: _____

AE: G Murphy
Start Date: 4/25/2005
End Date: 4/23/2006

Client # 8775
Contract #: _____
Remarks: Generic

Client # 8775
Contract # 8775
New Order ☒
Revision ☐
Cancellation ☐

Broadcast ☐
Calendar ☐

NEW CLIENT ☐
RENEWAL CLIENT ☒

Client #	8775	Agency #		Rep Firm #	
Name	Monroe County Education/Outreach	Name		Name	
Address	2798 Overseas Hwy	Address		Address	
City, State	Marathon, FL	City, State		City, State	
Zip Code	33040	Zip Code		Zip Code	
Telephone	305-289-2812	Telephone		Telephone	
Contact	Ali Trivette/ Ft Keys Marine Sanctuary	Contact		Contact	

Contract Type:	<input type="checkbox"/> Standard	Affidavit Type	<input type="checkbox"/> No PGM	Notary Required	<input type="checkbox"/> Yes
PSA/Promo	<input type="checkbox"/>	No Cost	<input type="checkbox"/>	FLORIDA KEYS	
Coop	<input type="checkbox"/>	Summary	<input type="checkbox"/>	COMCAST ADVERTISING	
Political	<input type="checkbox"/>	Full Detail	<input type="checkbox"/>	TRAFFIC ORDER FORM	

Revenue Type	<input type="checkbox"/> CO-OP	LOCAL	<input type="checkbox"/>
WEATHER	<input type="checkbox"/>	NATIONAL	<input type="checkbox"/>
OTHER	<input type="checkbox"/>	INFORMERIAL	<input type="checkbox"/>
SECONDARY REFERENCE:		PRODUCTION	<input type="checkbox"/>

TWC CRAWL

LN	NET.	START DATE	STOP DATE	START TIME	STOP TIME	WKS		AUTHORIZED							TOTAL SPOTS	UNIT COST	TOTAL COST	N. DATE	S. DATE	S. DATE	MIAMI	CRL SP.	MAR	KEYS	E. BWD	W. BWD	H/A	DAVIE AVEN	FT. L	WSTN										
						ON	OFF	M	T	W	T	F	S	S																										
1															0		\$0.00																							
2															0		\$0.00																							
3	TWC	4/25/2005	4/23/2006	m	m			x	x	x	x	x	x	x	52	140.00	\$7,280.00					x																		
4															0		\$0.00																							
5															0		\$0.00																							
6															0		\$0.00																							
7															0		\$0.00																							
8															0		\$0.00																							
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15															0		\$0.00																							
16															0		\$0.00																							
17															0		\$0.00																							
PAGE 1 OF 1						Totals										52		\$7,280.00																						
																Discount	0%																							

PLEASE INDICATE THE MONTHLY BILLING FOR THIS CONTRACT BELOW.

LSM Signature		JAN 700	APR 560	JULY 700	OCT 700
Comcast Business Office		FEB 560	MAY 700	AUG 500	NOV 560
		MAR 560	JUNE 560	SEPT 560	DEC 560

By signing the above Advertiser/Agency agrees to the terms and conditions as set forth on the reverse side.

Agency Discount
Advertiser/Agency Signature
George Bassett